

# **How to Discuss Vaccination with Vaccine-Hesitant Patients and Parents**

## The CASE Model



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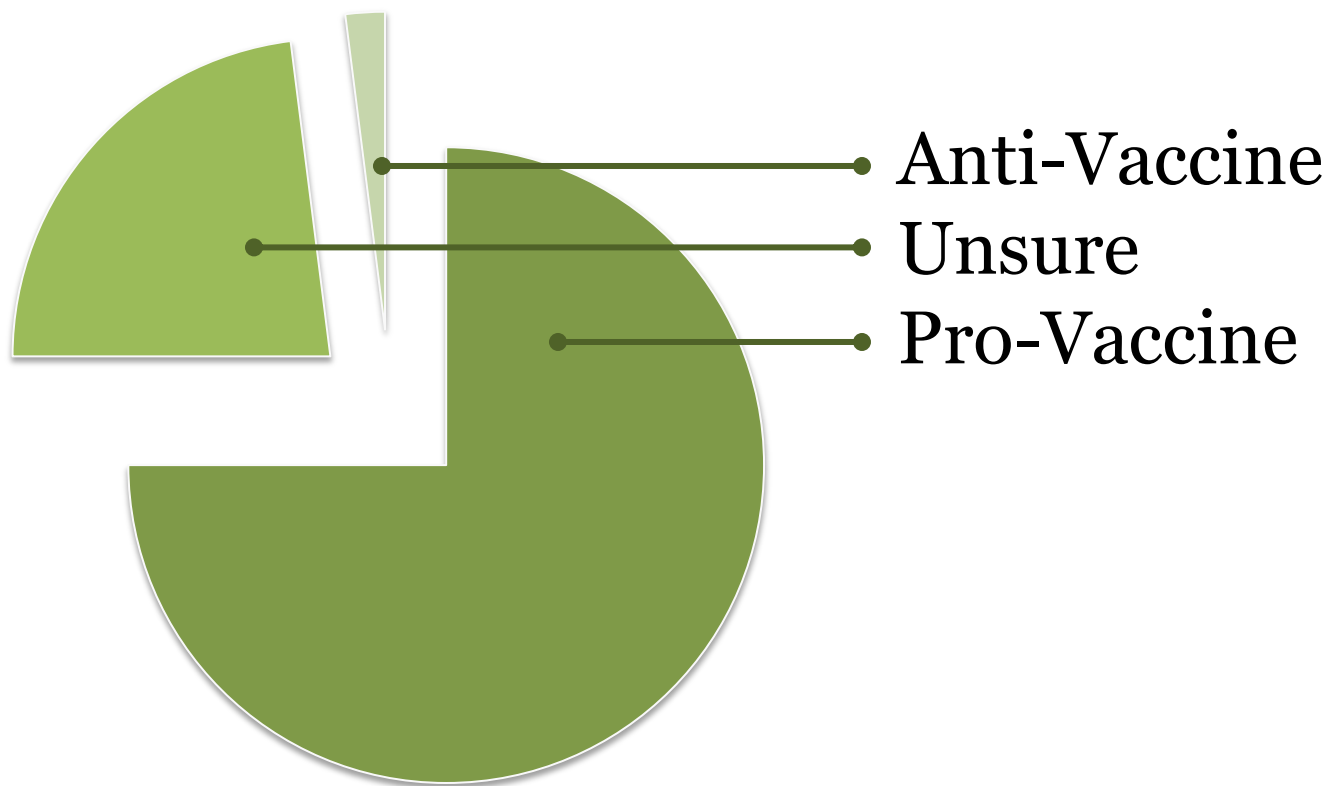
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# Objectives

- Describe factors contributing to the growing anti-vaccine movement.
- Identify key issues in pro-vaccine messaging.
- Use the CASE model to discuss vaccination with vaccine-hesitant individuals.



# Vaccine Hesitancy



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# Why are we still talking about this?

- Distrust of the “establishment”
- Media love a controversy
- Celebrity spokespeople
- “University of Google”
- Perception of legitimacy:
  - National Vaccine Information Center
- Word of mouth



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# Why are we still talking about this?

- But also ...
  - “Science” speak
  - Lack of emotional appeal when talking about vaccines
  - Dismissal of vaccine-refusers



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# CASE Model

- Corroborate  
*Acknowledge the parents' concern and find some point on which you can agree. Set the tone for a respectful, successful talk.*
- About Me  
*Describe what you have done to build your knowledge base and expertise.*
- Science  
*Describe what the science says.*
- Explain/Advise  
*Give your advice, based on the science.*

Source: Allison Singer, <http://www.aapnj.org/uploadfiles/documents/f73.pdf>



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# Corroborate

*“I don’t think all the vaccines are necessary. I mean, why do we even vaccinate against chickenpox?”*

- What do you have in common?
  - “I understand why you feel that way. I had chickenpox myself as a child.”

Source: Allison Singer, <http://www.aapnj.org/uploads/files/documents/f73.pdf>



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# About Me

*“I don’t think all the vaccines are necessary. I mean, why do we even vaccinate against chickenpox?”*

- What have you done to educate yourself on the topic?
  - “In my work, I spend a lot of time researching the latest information on diseases like chickenpox, polio and measles. In fact, I recently attended a conference on vaccine-preventable diseases, where I learned ...”

Source: Allison Singer, <http://www.aapnj.org/uploadfiles/documents/f73.pdf>



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# Science

*“I don’t think all the vaccines are necessary. I mean, why do we even vaccinate against chickenpox?”*

- What does the science say?
  - “Maybe chickenpox wasn’t that big of a deal for you and me, but many children weren’t so fortunate. Before a vaccine was available roughly 100 people died every year from the chickenpox, and many more were hospitalized.”

Source: Allison Singer, <http://www.aapnj.org/uploadfiles/documents/f73.pdf>; WHO: <http://www.who.int/mediacentre/factsheets/fs114/en/>



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# Explain/Advise

*“I don’t think all the vaccines are necessary. I mean, why do we even vaccinate against chickenpox?”*

- What is your recommendation based on science?
  - “Given that chickenpox and many other vaccine preventable diseases can be very serious, I absolutely believe it is important to be fully up-to-date on all immunizations. I vaccinate my kids, and I want your kids to be protected, too.”

Source: Allison Singer, <http://www.aapnj.org/uploads/files/documents/f73.pdf>



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# Your Turn



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# Summary

- Be compassionate.
- Share *your* story.
- Keep it simple.
- Be confident in your recommendation.



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# Questions?

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